



Labor Day Campaign

Aug. 18-Sept. 5, 2016

Sample Radio Announcement Scripts

- Option 1: When you're packing the car to hit the road this summer, don't forget to bring what's most essential: a sober driver. Good times can come to a screeching halt if you drive drunk. So make sure to designate a sober driver, take a cab, or spend the night. To enjoy a summer packed with lots of fun, always take safety along for the ride.
- Option 2: This Labor Day weekend you'll notice extra police officers on the road across the state. Officers are cracking down on drunk drivers. So no matter where you travel, officers will look out for your and your family's safety by getting drunk drivers off the road. Remember: Drive Sober or Get Pulled Over.
- Option 3: Wearing a seat belt will cost you nothing. Not wearing a seat belt could cost you everything. Seat belt enforcement is in effect across Michigan August 18th to September 5th. If you're not buckled up, officers will pull you over and give you a sixty-five dollar ticket. Small price to pay considering the alternative. Click It or Ticket.
- Option 4: Michigan law requires all drivers, front seat passengers, and passengers 15 years old and younger in any seating position to be buckled up. With seat belt enforcement in effect across Michigan, play defense by buckling up.